



BARGATE QUARTER

SOUTHAMPTON

UNITING SOUTHAMPTON
CITY CENTRE



HISTORY UNCOVERED

BARGATE QUARTER WILL UNCOVER SOUTHAMPTON'S
PROUD HISTORY, 900 YEARS AFTER THE LEGENDARY
MONUMENT WAS BUILT.

THE SCHEME PRESENTS A UNIQUE OPPORTUNITY TO
BECOME PART OF A NEW AND EXCLUSIVE DESTINATION,
REDEFINING RETAIL IN THE HEART
OF THE CITY.

A REFINED URBAN OASIS FOR ASPIRATIONAL SHOPPING,
BOUTIQUE BRANDS, DINING AND MODERN LIVING IS AT
LAST BEING CREATED, CONNECTING THE BARGATE WITH
ABOVE BAR STREET, WESTQUAY, JOHN LEWIS
AND DEBENHAMS.



THE STORY SO FAR



THE WALL, THE HISTORY,
THE REBIRTH

Since the 12th Century, the Bargate and town walls have been the iconic symbols of Southampton. This medieval monument has evolved over time, yet its rich heritage remains, steeped in mystery and poised for rebirth.



A NEW CHAPTER

RESTORED, REDISCOVERED,
REBORN

The iconic Bargate and historic city walls are now being restored to become part of the exclusive retail and residential development the city of Southampton has been missing. It's a sophisticated hub drawing a discerning crowd, locals and visitors searching for something special. A place to eat, drink, relax, explore and shop for premium wares from boutique brands.





THE VISION

RECONNECTING THE CITY





CUMBERLAND PLACE

MERIDIAN WATERSIDE DEVELOPMENT

WATTS PARK

EAST PARK

COMMERCIAL ROAD

SOUTHAMPTON CENTRAL

THE MAYFLOWER THEATRE



THE MAYFLOWER CAMPUS
BBC SOUTH

SEACITY MUSEUM
CITY ART GALLERY & CENTRAL LIBRARY
SOUTHAMPTON CULTURAL QUARTER
GUILDHALL
CIVIC CENTRE

THE ART HOUSE CAFE
STUDIO 144 ARTS COMPLEX

SOUTHAMPTON SOLENT UNIVERSITY

WESTERN ESPLANADE

CIVIC CENTRE RD.

NEW ROAD

PALMERSTON PARK

ST MARY'S STADIUM

ABOVE BAR

PALMERSTON PARK

POUND TREE ROAD

HOUNDWELL PARK

HOGLANDS PARK

IKEA

WESTQUAY SHOPPING CENTRE

HANOVER BUILDINGS

ST MARY'S

HARBOUR PARADE

BARGATE ST.

THE BARGATE
YORK GATE
POLYMOND TOWER

HOUNDWELL PLACE

DEBENHAMS

EAST STREET PRECINCT DEVELOPMENT

WEST QUAY ROAD

WESTQUAY SOUTH (WATERMARK)

BARGATE QUARTER

EAST STREET

OLD TOWN

HAMPSHIRE & REGIONAL RESIDENTIAL DEVELOPMENT

ITCHEN RIVERSIDE DEVELOPMENT

WESTERN ESPLANADE

CASTLE WAY

HIGH STREET

OLD TOWN

DEBENHAMS

EAST STREET PRECINCT DEVELOPMENT

ITCHEN BRIDGE

HERBERT WALKER AVENUE

WESTERN ESPLANADE

CASTLE WAY

HIGH STREET

OLD TOWN

DEBENHAMS

EAST STREET PRECINCT DEVELOPMENT

ITCHEN BRIDGE

BRITON STREET

OLD TOWN

HAMPSHIRE & REGIONAL RESIDENTIAL DEVELOPMENT

ROYAL SOUTHAMPTON YACHT CLUB
OCEAN VILLAGE MARINA

MAYFLOWER PARK

ROYAL PIER WATERFRONT DEVELOPMENT

TOWN QUAY

OLD TOWN

HAMPSHIRE & REGIONAL RESIDENTIAL DEVELOPMENT

DOCKS

RIVER TEST

RED FUNNEL ISLE OF WIGHT FERRIES



PLATFORM ROAD

DOCKS

NATIONAL OCEANOGRAPHY CENTRE



EUROPEAN WAY

CUNARD ROAD

OCEAN ROAD

NATIONAL OCEANOGRAPHY CENTRE



EUROPEAN WAY

CUNARD ROAD

OCEAN ROAD

RIVER ITCHEN

REDEFINING RETAIL


AFFLUENCE AND CONNECTIVITY


This exclusive development will transform Southampton city centre, uniting its retail offer and introducing a blend of premium shops and restaurants, which until now have been under-represented. It will engage an affluent demographic from new residential developments in the immediate vicinity as well as the surrounding catchment area, making it the premier place to meet, shop, explore and revisit.





REGIONAL DOMINANCE

Catchment Area

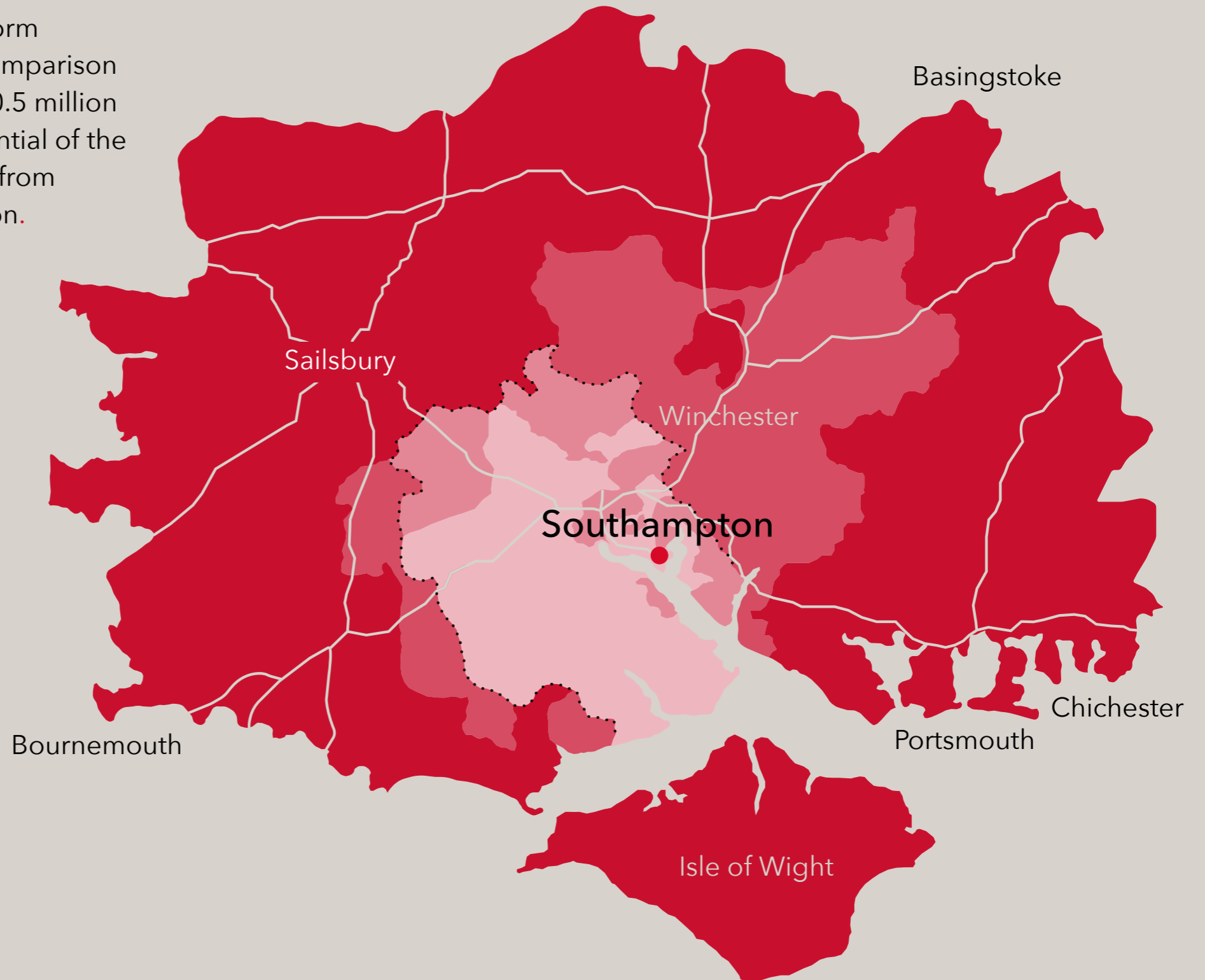
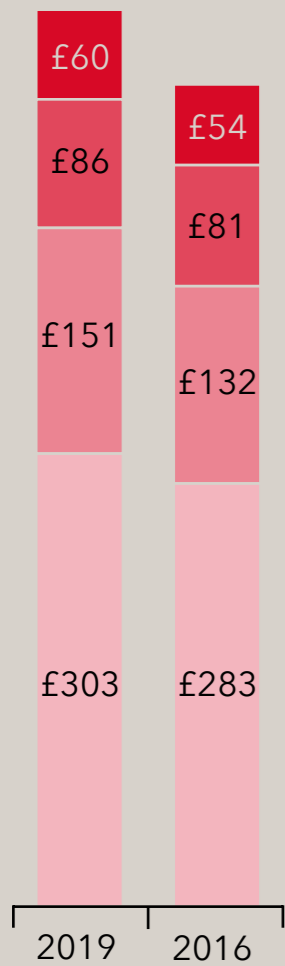
Primary 

Secondary 

Tertiary 

Quaternary 

Bargate Quarter will transform Southampton's total residential comparison goods market potential from £550.5 million to £599.6 million. The market potential of the core catchment will increase from £283 million to £303 million.



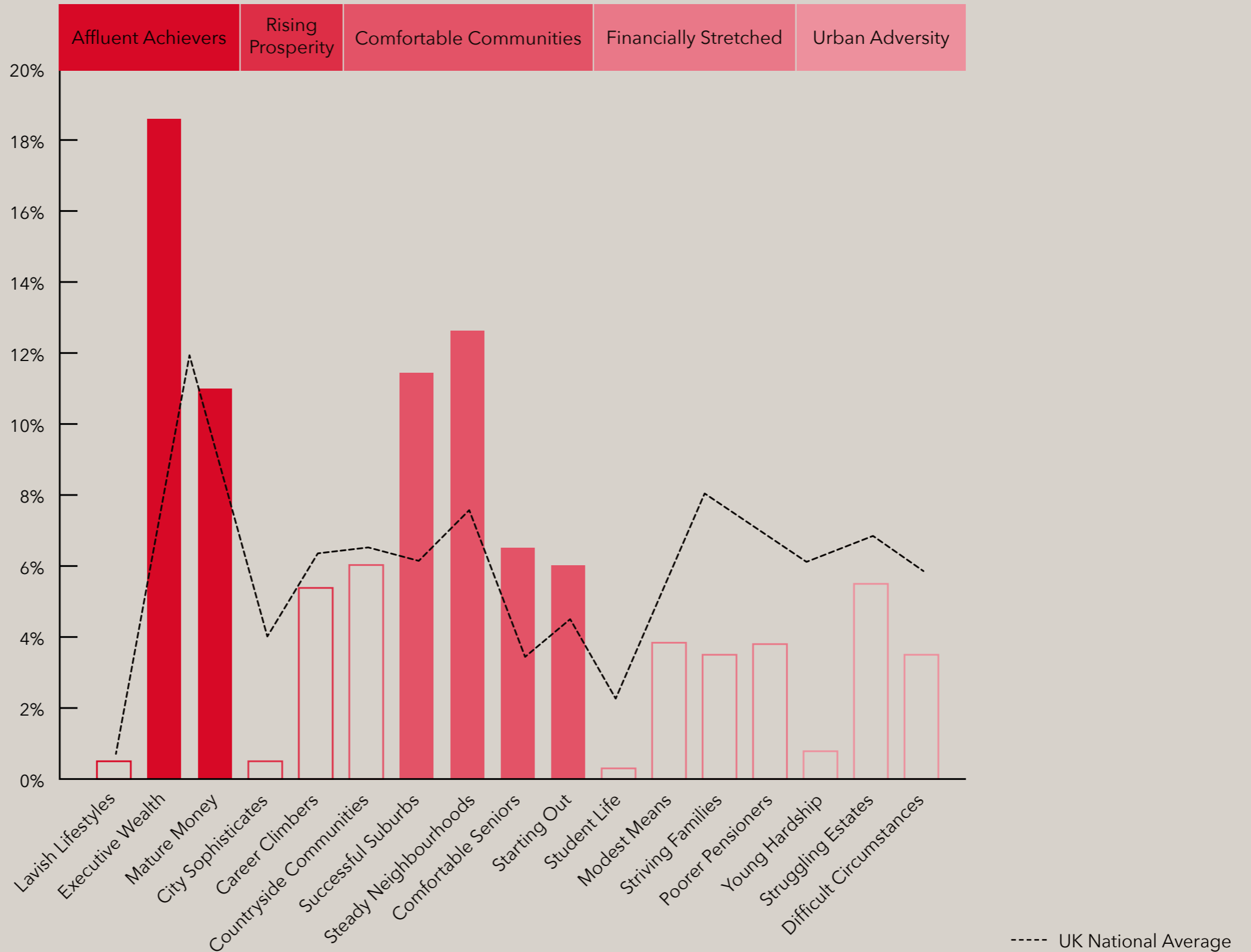
Residential Comparison
Goods Market Potential (£m)

TOURISM BOOSTING AFFLUENCE

Southampton is the capital of the country's expanding cruise liner industry, with approximately one million passengers passing through the port and 1.8 million people through the airport each year. Cruise tourism is boosting affluence, with 'Affluent Achievers' and 'Comfortable Communities' some way above the UK Average. With its premium offering, Bargate Quarter is in prime position to benefit.



TOURISM BOOSTING AFFLUENCE



AFFLUENT

Bargate Quarter will give Southampton a higher market potential (£599.6 million) than Cambridge (£518.5 million), Bath (£553.6 million) and Guildford (£576.1 million).



AFFLUENT



- Competitor Comparison Goods Market Potential (£m)
- Southampton's Comparison Goods Market Potential (£m)
- ACORN correlation

CACI typically select benchmark retail centres by looking for those with a similar Residential Comparison Goods market potential, class and demographic profile. Any correlation over 0.7 indicates a meaningful similarity in profile.

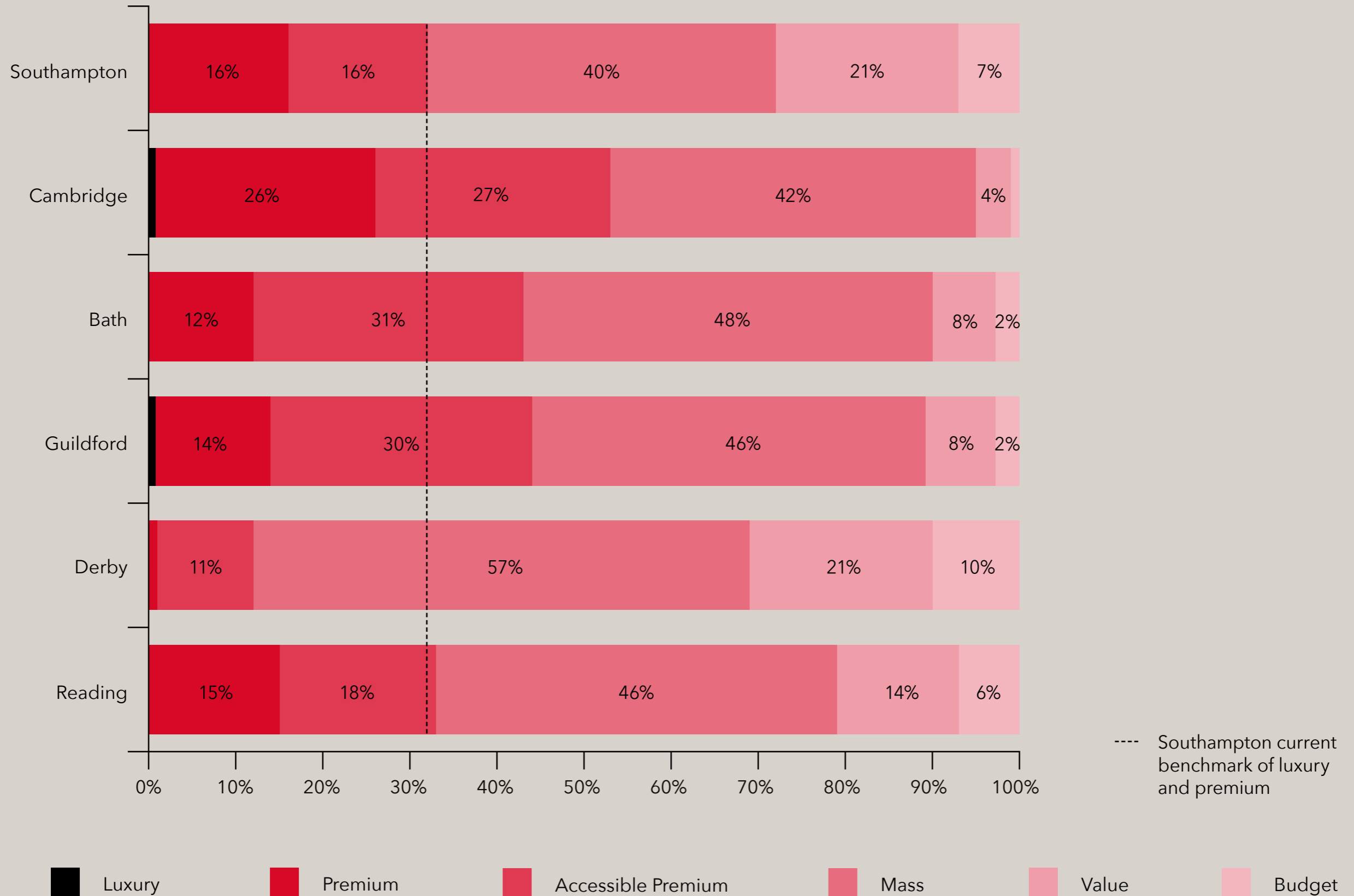
UNDER PROVISION OF QUALITY RETAIL

Southampton has great potential to expand its mix of aspirational retail.

Bargate Quarter will increase the aspirational offer within Southampton and put the city on a par with other similar centres such as Cambridge, Bath and Guildford, which have a greater premium mix.



UNDER PROVISION OF QUALITY RETAIL



THE GAPS

Bargate Quarter is creating the optimal environment for the aspirational shopper. Providing a platform for premium brands to reach the affluent consumer and creating the opportunity for Southampton to expand into the premium marketplace.

ANTHROPOLOGIE

TED BAKER
LONDON

CAMPER

TOMMY HILFINGER

BOSS
HUGO BOSS

JIGSAW
LONDON

DIESEL



UNI
QLO

SEASALT
CORNWALL

COS

L'OCCITANE
EN PROVENCE

ZARA HOME

joules

MINT VELVET

SKECHERS

Cath Kidston®

MOLTON BROWN
LONDON

SWAROVSKI

Russell&Bromley

THE
NORTH
FACE

feather&black
Perfect Bedtimes

WHISTLES

GANT

KURT GEIGER

HOBBS
LONDON

A|X
ARMANI EXCHANGE

B&B

COMPTOIR DES
COTONNIERS

KUONI

MAC

PAUL

CÔTE
BRASSERIE

THE IVY
CAFE

THE
COSY CLUB

COMPTOIR
LIBANAIS



THE SCHEME

—
OPENING AUTUMN 2019



400,000 SQ.FT OF NEW DEVELOPMENT

- RETAIL AND LEISURE -

Opening autumn 2019

24 premium retail and restaurant units

5 retail pavilions

- PROXIMITY AND CONNECTIVITY -

Uniting the retail elements of the city centre

Less than one minute walk from Westquay

One minute walk from Westquay South extension

Two minute walk from John Lewis

30 second walk from Primark

40 second walk from Boots

Two minute walk from Debenhams

Basement parking for 147 vehicles,
100 exclusively for retail

- SURROUNDING RESIDENTIAL -

152 one/two bedroom apartments within Bargate Quarter

185 student units providing 451 beds within
Bargate Quarter

Within close proximity of two large Hampshire &
Regional schemes

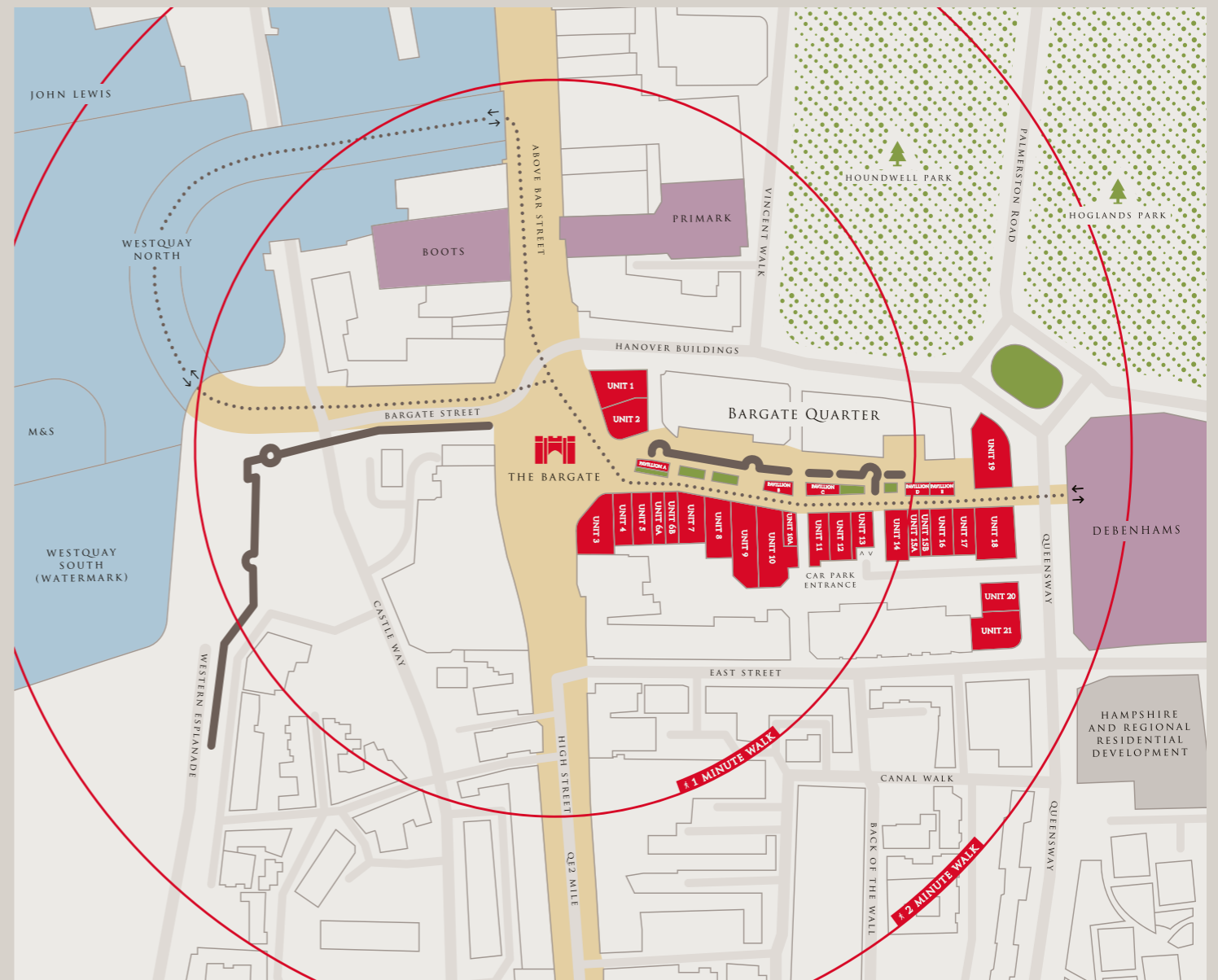
- ENHANCED PUBLIC REALM -

Designed by award winning landscape architects

Exceptional multifunctional public space

Seating and green spaces to relax and enjoy
the environment

Set beside the historic wall, towers and
the iconic Bargate



KEY	■ Bargate Quarter	■ Connections
	■ Westquay	●●● Green Space
	■ Anchor Stores	●●● Prime Circuit
	■ Residential Developments	



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RETAIL

IN PRIME POSITION

Bargate Quarter is redefining retail in the heart of Southampton. The scheme will offer a variety of carefully selected retail, food and beverage choices and its stunning centrepiece is one of the finest sections of the city's historic wall. Creating a vibrant, aspirational hub that celebrates an iconic heritage, while drawing a discerning crowd.



A PLACE TO EXPLORE AND ENJOY

STAY A WHILE

Bargate Quarter will bring people together. Connecting tourists and locals with a unique 900 year-old heritage, providing a tranquil yet thriving place to meet. Creating new links to transform the city into the premier destination to shop, dine, unwind, explore and enjoy.



RETAIL PAVILIONS

ENHANCING THE EXPERIENCE

Character and comfort are at the core of Bargate Quarter. Five pavilions will be positioned alongside the restored town wall, in the heart of one of Southampton's most charming settings. This will create a delightful two-sided retail street, effortlessly merging with green spaces and showcasing an ancient relic, in a contemporary landscape.

One glazed pavilion is positioned at the west entrance, enjoying views over the Bargate. Two sit in the centre of York Gate Square with the benefit of adjacent seating and a further two are placed beside the eastern entrance.

Thus creating a stylish and atmospheric setting.



HISTORIC REALM

A PLACE TO EXPLORE

A vibrant public realm sits at the heart of Bargate Quarter, making up almost one third of the scheme. The boulevard opens up access to the historic town walls, while green spaces enhance biodiversity and create a lively, colourful place to socialise, relax and enjoy. A contemporary retail and dining experience immersed in history.



STUDYING THE PAST AND PRESENT

A PLACE TO LIVE AND LEARN

Dating back to 1862 with the foundation of the Hartley Institution, Southampton has a long tradition of educational excellence. The two main campuses are Southampton Solent University and the esteemed Southampton University, which is a Russell Group university, consistently ranking in the UK top 20 and global top 100.

Between them there are in excess of 36,000 undergraduates and post graduates, driving a high demand for modern, quality student housing. Bargate will bring a healthy 138,933 square feet of additional student accommodation to the city, providing 451 new beds.



MODERN LIVING

A PLACE TO CALL HOME

At the Bargate Quarter, premium retail is right at home with modern living. The new residential development draws a diverse crowd of discernible shoppers, craving modern amenities and unique wares, in a place they're proud to call home. Here, it's all on their doorstep.

There are 152 high specification apartments overlooking the city's parks and the pristine public realm. All easily accessed from the High Street and York Walk. Placing residents in prime position to shop the latest looks, enjoy a coffee or food at their leisure.



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